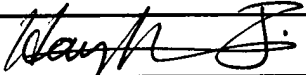


(modified PTO/SB/08A)

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| U.S. Department of Commerce Patent and Trademark Office | | <u>Complete if Known</u> | |
| INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary) FEB 28 2005 PATENT & TRADEMARK OFFICE | | Application Number: | 10/634,501 |
| | | Filing Date: | August 5, 2003 |
| | | First Named Inventor: | Darrell ANDERSON |
| | | Group Art Unit: | 2171 2161 |
| | | Examiner Name: | Not yet assigned HA. |
| Sheet | 1 | of | 1 |
| | | Attorney Docket No.: | Google-54 (GP-064-06-US) |

| OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS | | | |
|--|-----------------------|--|----------------|
| Examiner Initials* | Cite No. ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source | T ² |
| HA | AA | Acey, Madleine, "Web ads that hit the button, Broker dynamically targets news content," FTMarketWatch, (May 10, 2001), 2 pgs. | |
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| Examiner Signature |  | Date Considered | 7-22-05 |
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1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.